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ABSTRACT

The glossary is one of twenty in various subject areas of vocational education designed to assist the student in vocabulary mastery for particular vocational education courses. They are part of the Vocational Reading Power Project, Title III, E.S.E.A. This glossary is for a course in advanced display. It is divided into two parts: one provides the student with two definitions for each term listed; the second part lists the same words with space for the student's definition. It is intended that upon completion of the course, mutually agreeable definitions for each term will be arrived at by the instructor and the students. These definitions will be made available to future students taking the course. (AG)

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To The Student

This Glossary of Key Words was prepared to help you in your course. The words that follow were judged by your instructor to be the most important for you to understand.

Directions

The Glossary is divided into two parts. The first part lists the key words at the left side of the page. Across from the key words are two definitions for that word. The "A" definition is more difficult and specific. The "B" definition is easier and more general. During a learning activity, you are to use both definitions to help you understand. After the learning activity, you are to write your definition of the word as you understand it.

The second part just lists words. There is space for you to write your understanding of those words. Also, at the end of the booklet are blank lines. Here, you and your instructor will list and define the words which were left out.

At the end of the course, your definitions and the instructor's definitions will be joined together. These will be printed and given to the students who come after you have graduated. It is hoped that, with your help, the future students of vocational education will be greatly benefited.

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a) PRIMARY
b) SECONDARY

ACHROMATIC

a) Free from color, due to the decomposition of light in chromatic aberration.
b) Without color; the so-called neutrals, white, black, grey.

ANALAGOUS

a) Color combination which has a color in common. Blue, violet, blue, blue-green.
b) Color next to each other; as red-orange, orange-yellow. May be called related colors.

APPLIQUE

a) A pattern formed by fastening or stitching layers of various materials to a ground, usually fabric.
b) Fastening one thing to another.

ATMOSPHERE

a) The mood or impression you want to give to the customer concerning sale, the store or quality of merchandise.
b) The feeling from a display.

ATTRACTIVENESS

a) Outstanding to the eye, engaging, alluring, pleasing.
b) Makes you take notice.

CHROMA

a) Purity of a color, or its freedom from white or grey. Specific one color.
b) The non-mixed color, right out of the jar color.

CLASH

a) A conflict or opposition of views or interests as for color, texture, shape.
b) Things that don't go together.

COMPOSITION

a) The organization of form in a work of art.
b) The complete use of color, light and material.

CONTENT

a) The subject matter of a work of art.
b) The main idea of a display.

CONTRAST

a) To set in opposition in order to show unlikeness. Different forms, lines, or colors in a work of art to show dynamic expression.
b) To set apart for emphasis via shape, color, and texture.

ACHROMATIC

ANALAGOUS

APPLIQUE

ATMOSPHERE

ATTRACTIVENESS

CHROMA

CLASH

COMPOSITION

CONTENT

CONTRAST

COPY	a) Written, typed, or printed matter, or art work, intended to be reproduced in print, layout or plan of advertising. b) The rough plan for art work.
CORNER WINDOWS	a) The set of windows at the end of a building. b) Same.
CUT-AWL	a) The machine used for single cutting of boards and cardboard. b) A saw for cut-out work.
DAYLIGHT	a) Has a blueish cast, it makes cool colors bright, clear and tones down warm colors. b) A blue cast light similar to outside light.
DESIGN	a) The general conception of a total display, or a part of it. b) The idea or plan of a project.
DISPLAYERS	a) Units to exhibit merchandise upon, either on walls, counters, etc. b) Same.
EASELS	a) A prop to hold or support software and dishes made from cardboard, plastic, wood or metal. b) Same.
EFFECTIVE (Merchandise Display)	a) Producing the intended or expected result, a striking impression. b) Give across the intended meaning.
FACADE	a) The face or front, or the principal face of a building. b) The main side of a building.
FORMS	a) The manufactured items used in arranging merchandise: dress forms, shoe forms, sox forms, etc. b) Same.

COPY

CORNER WINDOWS

CUT-AWL

DAYLIGHT

DESIGN

DISPLAYERS

EASELS

EFFECTIVE
(Merchandise Display)

FACADE

FORMS

GLARE	a) A strong reflection on a high lustrous object. Intensely bright in color. b) Sun or light reflection.
HANDSAW	a) A saw used with one hand. b) A small hand saw.
HARMONY	a) Harmonious relations, going together in shape, color, texture; pleasing. b) In agreement with itself.
HORIZON (line)	a) Limit or range of perception line or circle which forms the apparent boundary between earth and sky. b) A sideway line.
HUE	a) That property of color by which the various regions of the spectrum are distinguished as red, blue, etc. b) The family name of a color.
INTENSITY	a) The degree of purity, strength, or saturation of a color. b) Color as it comes from the jar.
INTENSIFIES	a) Make stronger as a darker blue -- stronger light. b) Same.
LAYOUT	a) The play of a project set on paper. The plan or sketch of a page or advertisement indicating the arrangement of materials. Slang; a display. b) The ideas set on paper.
MANNEQUINS (Mannikin)	a) A form or human to exhibit clothes. It will be a full human being. b) A human looking form.
MONOCHROMATIC	a) A color combination made from one color with variations by black and white. b) One color grouping made from one color plus black and white.

GLARE

HANDSAW

HARMONY

HORIZON (line)

HUE

INTENSITY

INTENSIFIES

LAYOUT

MANNEQUINS
(Mannikin)

MONOCHROMATIC

NEUTRALIZES

a) Blends together, make a common ground.
b) Without color.

PANORAMA

a) A continuous painting, usually a landscape, around the walls of a room or rolled on a cylindrical drum.
b) A picture or scene around a room.

PERSPECTIVE

a) Act of putting things in its right, full position on a plain surface.
b) Putting things in order.

PINNING

a) The act of securing garments to a form to make them look formfit.
b) Making a garment fit properly.

PLATFORMS

a) Same as display is but are most often on the floor and are raised.
b) Same.

PROP

a) Any support items for use in a display. Either made or bought but would not be sold.
b) Same.

PROPORTION

a) The relationship of the length, area, or volume of one part to another or of one part to the whole.
b) The relative magnitude of line, value, chroma and/or color intervals.

RIPSAW

a) A hand saw made for cutting lumber with the grain.
b) Same.

SET PIECES

a) Prop made for a display to support an article.
b) Same.

SHADE

a) A color on a variety of colors diluted with black.
b) A color with black added to it.

SIMPLICITY

a) Selling one idea at a time and communicating that idea to the customer.
b) Same.

NEUTRALIZES

PANORAMA

PERSPECTIVE

PINNING

PLATFORMS

PROP

PROPORTION

RIPSAW

SET PIECES

SHADE

SIMPLICITY

SKETCH

a) A drawing, painting or model made as a rough draft of the composition, preliminary to executing a work.
b) The drawing of ideas on a paper.

STANDS

a) Standard support items.
b) Same.

TEXTURE

a) The characteristic of an item; rough, smooth, solid, soft, etc.
b) Same.

THEME

a) The idea you want to give across in a display or fashion show. The title of a show.
b) Same.

TINT

a) A color, or a variety of a color. Color diluted with white.
b) A color with white added to it.

TORSO

a) The body of a form. The trunk of a human body. No arms, legs or head. A standard form.
b) Same.

VALUE

a) Refers to the lightness or darkness of a color, made by the use of adding white to lighten a color and black to darken a color. The amount of light reflected or transmitted by a colored object.
b) The color of the shadow of a color.

SKETCH

STANDS

TEXTURE

THEME

TINT

TORSO

VALUE

CLUSTER WORDS

Angled Front	a) A store front that is not parallel to the street or sidewalk. The store has a small lobby for customers to view the windows. b) Store windows not parallel to the street.
Arcade Front	a) Store fronts that are spacious with more windows, island windows, and/or angled windows. b) The largest amount of windows.
Asymmetrical Balance	a) Balance without symmetry. Approximate equal visual weight composed of different elements on each side of an imaginary vertical axis. b) Same.
Complementary Color	a) Complementary colors represent the greatest contrast possible because they have nothing in common. A small amount of a color mixed with its complement dulls it. b) The colors opposite on the color wheel as Red/green, Yellow/violet, Blue/orange, Blue/green, and Red/orange.
Concentrated Light	a) Directed to one center position; controlled light via spotlights, pinpointing, floodlighting, etc. b) Pointed light brought to one section.
Contrasting Colors	a) Combination of colors that are farthest apart as to hue, value, and/or chroma. Same as complementary colors. b) Same.
Cool Colors	a) Receding colors, non-attention getters, tend to move away; decrease in size. Green, blue/blue, blue/violet, red/violet. b) Go away colors.
Cool White Light	a) It has a blue-grey cast, does not distort colors but it tends to "grey" them. b) Excellent at bringing out subtle gradation of tone wood finishes, etc.

Angled Front _____

_____

Arcade Front _____

_____

Asymmetrical Balance _____

_____

Complementary Color _____

_____

Concentrated Light _____

_____

Contrasting Colors _____

_____

Cool Colors _____

_____

Cool White Light _____

_____

Deluxe Cool White Light	a) Provides a "cool" psychological atmosphere Corrects the graying effect of cool white and improves the condition of both cool and warm colors. b) White light used to inhouse a feeling.
Deluxe Warm White Light	a) Has a warmer beige cast, more flattering to people and surroundings. b) Enriches reds, yellows, deepens blues, greens, gives yellow cast to blue/greens.
Display Fixture	a) The most necessary window property. They come in two kinds: 1. Ones that are purchased for the store. 2. Ones that are made by the store. b) Necessary props either made or bought for the store.
Dress Form	a) A self-standing form for exhibiting dress, either a full human (mannikin) full torso or just bust. b) Same.
Elevator Windows	a) Windows with a lift so as to raise or lower a display or to reduce the height of the window. b) Windows with built-in convenience to shorten or enlarge a window space.
Ensemble Arrangement	a) Small displays that are arranged within a larger display. b) A small display within a larger one.
Eye Level	a) The horizon line on which two receding parallel lines meet at a vanishing point. b) The invisible line where the sky and earth seem to meet.
Fan or Arc Arrangement	a) A semi-circle display in a 160° arc. b) Half of a circle.

Deluxe Cool White Light

Deluxe Warm White Light

Display Fixture

Dress Form

Elevator Windows

Ensemble Arrangement

Eye Level

Fan or Arc Arrangement

Formal Balance

a) A main item is placed in the center and the remaining items are spaced in equal numbers on each side of center. What is done on one side is repeated on the other side.
b) A display that could be divided in half and each would be equal in items, space and color.

Garment Stand

a) A specific form for the displaying of garments.
b) Same.

General Merchandise

a) A term applied to the early form of display, usually given to common merchandise.
b) General everyday merchandise.

Hardline Merchandise

a) Merchandise such as chairs, stoves, cars, etc. Solid items, non-personal.
b) Same.

Incandescent Lighting

a) General Lighting usually not spotlight but is white light.
b) Everyday lighting of buildings.

Informal Balance

a) Displays that have items of unequal number and sizes grouped and spaced on either side of center so that they are optically balanced.
b) The placing of an odd number of items.

Intermediate Color

a) Color that is between the primary and secondary colors on the color wheel. The third rank of colors same as Tertiary colors.
b) Same as Tertiary.

Island Window Display Platforms

a) A display that can be viewed from all angles.
b) A completely free display from a wall or counter.

Lobby Windows

a) A set of windows arranged in a "U" shape in front of a store, a vestibule.
b) An entrance hall with windows on three sides.

Mass Merchandise (Display)

a) A display formation in which the items used are arranged closely together without any effort toward segregation into units.
b) Just a group product without desire to isolate items.

Formal Balance _____

_____

Garment Stand _____

_____

General Merchandise _____

_____

Hardline Merchandise _____

_____

Incandescent Lighting _____

_____

Informal Balance _____

_____

Intermediate Color _____

_____

Island Window Display Platforms _____

_____

Lobby Windows _____

_____

Mass Merchandise (Display) _____

_____

Millinery Heads	a) A form to display hats or wigs, or jewelry. b) Same.
Natural White Light	a) It is a fluorescent light that gives a warm pink cast to give a brighter, clearer, more natural rendition of most colors. b) Regular lighting.
Occult Balance	a) Same as Informal Balance. b) Same.
Open Backed Window	a) Windows that may be open to the store and street. b) Be able to look through the window into the store.
Optical Weight	a) The weight of an item as it appears to the eye. b) The sight weight.
Poster Paint	a) An opaque watercolor, relatively fugitive and inexpensive, also powder color, poster color. b) Common tempera water paint.
Primary Colors	a) First or highest rank of importance. Chief, principal. First in order in any series, red, yellow, blue. b) The most important group of colors, red, yellow, blue. The colors from which, theoretically, all other colors are derived.
Primary Lighting	a) The main set of light fixtures. b) Same.
Pyramid Arrangement	a) The simplest and most often used. The display forms a triangle in shape. b) Same.
Ramp Display	a) A display raised at one end on an angle. b) Same.
Ramped Windows	a) A slightly angled window from front to back. b) Same.

Millinery Heads

Natural White Light

Occult Balance

Open Backed Window

Optical Weight

Poster Paint

Primary Colors

Primary Lighting

Pyramid Arrangement

Ramp Display

Ramped Windows

Reflected Colors	a) The phenomenon of one color reflected onto another. b) Same.
Reflected Color	a) The phenomenon of one color reflected onto another. b) Same.
Related Colors	a) Colors near each other on the color wheel. They are "related" because they have a color in common. Red-orange and Yellow-orange. b) A color grouping with 2 or 3 common colors such as Red, Red/orange, Yellow/orange.
Secondary Lighting	a) Second most important lighting as spotlight or work lights. b) Same.
Shadowbox Display	a) Small closed display unit within a section - usually closed to the customers - and used for highlighting special merchandise. Same as shadowbox window. b) Same.
Softline Merchandise	a) Merchandise such as clothing and wearing apparel. b) Same.
Staple Fixtures (Staple)	a) Dress forms, garment stands, millinery heads, standard prop items. b) Same.
Soft White Light	a) Used where a more intimate social atmosphere is desireable. It enhances pink, reds, and tones; but dulls greens, blues, and yellows. b) Same.
Step Arrangement	a) This is more informal and less stiff than the pyramid type - the items are arranged in a decreasing fashion - but are staggered. b) Informal arrangement as in steps.

Reflected Colors _____

_____

Reflected Color _____

_____

Related Colors _____

_____

Secondary Lighting _____

_____

Shadowbox Display _____

_____

Softline Merchandise _____

_____

Staple Fixtures (Staple) _____

_____

Soft White Light _____

_____

Step Arrangement _____

_____

Straight Front

a) A window parallel to the street or sidewalk.
b) Same.

Suit Form

a) A standard form to exhibit men's suits. It is not a shirt form.
b) Same.

Tertiary Colors

a) The third order, rank, of colors, same as intermediate colors. The colors between the primary and secondary colors, always hyphenated, such as red/orange and blue/green.
b) Same as intermediate color.

Unit Display

a) A well defined group display of merchandise. The opposite of mass display. More specific display.
b) Same.

Vanishing Point

a) The point or points on the horizon line at which receding parallel lines meet and seem to disappear.
b) The point in a line in a drawing where lines seem to disappear.

Warm Colors

a) Known as advancing colors, they reach toward you and attract your attention. Tend to bring objects closer and in turn make it appear larger than it is. Red, Red/orange, Orange, Yellow/orange, Yellow, Yellow/green.
b) Reach-out colors.

White Light

a) It is a yellowish cast and emphasizes yellows and neighboring colors on the color wheel. Tends to grey blue tones and should be used where neither cool nor warm lighting atmospheres are important.
b) Same.

Warm White Light

a) It is a yellowish-beige cast. Creates a warm, friendly atmosphere and allows the use of a wide range of colors. Brightens reds and yellows, warms blue and green.
b) Same.

Straight Front

Suit Form

Tertiary Colors

Unit Display

Vanishing Point

Warm Colors

White Light

Warm White Light

Window Fixtures	a) Same as Display Fixture, except these items would be made just for the window as a shadowbox or book rack. b) Same.
Zig-Zag Arrangement	a) The most artistic of all arrangements generally limited to the use of three major ones, with additional smaller items displayed near the base of the front stand. b) Same.

Window Fixtures_____

_____

Zig-Zag Arrangement_____

_____

NEED TO KNOW WORDS

Angles _____

_____

Brayer _____

_____

Column Inch _____

_____

Compass _____

_____

Corrugated Paper _____

_____

Costumer _____

_____

Direction _____

_____

Drawing Table _____

_____

Elements _____

_____

Font _____

_____

Freehand Sketching

Instamatic Camera

Inventory

Light Table

Masonite

Matt Board

Matt Knife

Opaque Projector

Papier-Mache

Poster Board

Plywood

Press

Proof

Railroad Board

Reflex Camera

Resume

Scale

Screen

Seamless Paper

Type

T-Square

Upson Board

Utility Knife